

Subject: Re: FOLLOWING UP EVENT INFORMATION - Hollywood Media District
BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm
From: Yvonne Jimenez <yvonne.jimenez@lacity.org>
Date: 09/28/2017 04:15 PM
To: Lisa Schechter <lisa@mediadistrict.org>
CC: Jim Omahen <jim@mediadistrict.org>

Good afternoon, Lisa. Thank you for providing the details yesterday evening. The Controller looks forward to attending and addressing the crowd this evening.

I will be arriving at approximately 5p.m. and he will be arriving closer to 5:30p.m. with Ethan Spaulding who will also be staffing tonight. Should you have any questions, please call me directly at 323.400.4979. Thank you & I look forward to meeting you in person!

Warmly,
Yvonne

--

YVONNE JIMENEZ | Community Affairs & Engagement

Office of Los Angeles City Controller Ron Galperin
200 N. Main St., Room 300 / Los Angeles, CA 90012
E-mail yvonne.jimenez@lacity.org
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On Wed, Sep 27, 2017 at 5:41 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Yvonne:

Answers in yellow highlight:

- **Can you please tell me what the seating/set up will be? Open cocktail forum**
- **Will there be a podium? Yes there is a podium**
- **Wired or wireless mic? Wireless mic**
- **Which VIPs/Elected officials are confirmed? Councilmember O'Farrell, Commissioner Kevin James, Deputy Mayor Brenda Shockley, Planning Commissioner David Ambroz, LAPD Captain Cory Palka, Former Councilmember LaBonge, Leron Gubbler (Hollywood Chamber) and a number of other VIPS from our Hollywood Community, and of course CONTROLLER GALPERIN**

Let me know if you have any further questions.

Executive Director
Hollywood Media District BID
[1040 N. Las Palmas Avenue](#)
[Hollywood, CA 90038](#)
[\(323\)860-0025](#) Direct
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From: Yvonne Jimenez <yvonne.jimenez@lacity.org>
Date: Wednesday, September 27, 2017 at 5:25 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Subject: Re: FOLLOWING UP EVENT INFORMATION - Hollywood Media District BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm

Thank you for this information. Please provide the following:

- **Can you please tell me what the seating/set up will be?**
- **Will there be a podium?**
- **Wired or wireless mic?**
- **Which VIPs/Elected officials are confirmed?**

On Wed, Sep 27, 2017 at 5:04 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:
We are delighted that Controller Ron Galperin will be joining our event. Based upon our conversation this afternoon, here are the details:

1. Location of event: [832 N. Cole Avenue](#) (Boundary Streets Santa Monica and Melrose - Between Willoughby and Seward on Cole Avenue)
2. Complimentary Valet Parking Provided at the event.
3. Program:
5:00 pm - Arrivals & Check Ins
5:45pm - Welcome Remarks - Laurie Goldman, President, Hollywood Media District BID
5:55pm - Open Forum
6:05pm - Remarks - Elected Officials (5 minutes if Controller Galperin wishes to speak about the benefits of BID's)
6:15pm - Adjourn to reception
4. After the reception there will be a light dinner/dessert, drinks, and jazz band
5. My contact information just in case you need to reach me prior to the event:
Lisa Schechter - Cell [818-903-6970](tel:818-903-6970) (Phone calls as well as text messages)

Looking forward to meeting you tomorrow!

Lisa Schechter
Executive Director
Hollywood Media District BID
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From: Yvonne Jimenez <yvonne.jimenez@lacity.org>
Date: Wednesday, September 27, 2017 at 4:41 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: James Nash <james.nash@lacity.org>, Aonya McCruiston <aonya.mccruiston@lacity.org>
Subject: Re: EVENT INFORMATION - Hollywood Media District BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm

Hi Lisa,

It was great speaking to you. I look forward to receiving the program and meeting you tomorrow!

Warmly,
Yvonne

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YVONNE JIMENEZ | Community Affairs & Engagement

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On Wed, Sep 27, 2017 at 11:23 AM, Yvonne Jimenez <yvonne.jimenez@lacity.org> wrote:

Good morning, Lisa. I just left you a voicemail and I am following up with this message. Please forward the program details/run of show including confirmed VIPs/elected officials at your earliest convenience.

Again, I will be staffing the Controller tomorrow and my direct cell is [323.400.4979](tel:323.400.4979) in case you need to reach me. Thank you and I look forward to receiving the information as soon as possible.

Warmly,
Yvonne

--

YVONNE JIMENEZ | Community Affairs & Engagement

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On Fri, Sep 22, 2017 at 4:51 PM, Yvonne Jimenez <yvonne.jimenez@lacity.org> wrote:

Hi Lisa,

Per our conversation, I would like to **confirm** the Controller's participation at your Annual Stakeholders' Meeting. As I mentioned, I will be staffing him at the event and I look forward to receiving the program details including confirmed VIPs/elected officials early next week.

If you have any questions, feel free to contact me directly at [323.400.4979](tel:323.400.4979). Thank you and have a wonderful weekend!

Warmly,
Yvonne

--

YVONNE JIMENEZ | Community Affairs & Engagement

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----- Forwarded message -----

From: **Lisa Schechter** <lisa@mediadistrict.org>

Date: Thu, Sep 7, 2017 at 11:40 AM

Subject: Re: EVENT INFORMATION - Hollywood Media District BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm

To: Dora Nunez <dora.nunez@lacity.org>

Dear Dora:

Thank you for the update. Have a lovely Thursday!

Regards,

Lisa Schechter
Executive Director
Hollywood Media District BID
[1040 N. Las Palmas Avenue](#)
[Hollywood, CA 90038](#)
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From: Dora Nunez <dora.nunez@lacity.org>

Date: Thursday, September 7, 2017 at 9:42 AM

To: Lisa Schechter <lisa@mediadistrict.org>

Subject: Re: EVENT INFORMATION - Hollywood Media District BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm

Hi Lisa,

I hope you had a nice Labor Day weekend.

I wanted to let you know that I am following up with the scheduling team and will get back to you as soon as it is possible to the Controller's availability. Thank you for our patience.

Best Regards,

DORA NUÑEZ, MBA | DIRECTOR, COMMUNITY AFFAIRS & ENGAGEMENT

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E-mail dora.nunez@lacity.org

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On Fri, Sep 1, 2017 at 3:00 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:
Dear Dora:

Our Boardmembers would love to have Controller Galperin attend our 17th Annual Stakeholders Meeting. Listed below are a variety of answers to your questions:

- Who will be the main contact name and contact information (cell phone and email address) for the day of the event? I would be the main contact for the event (Lisa Schechter, Executive Director cellular [818-903-6970](tel:818-903-6970) phone and/or text)
- Would the Controller have a speaking role in the meeting? If yes, please specify in what capacity and any topics that you would like covered or talking points that you would like him to address? If the Controller wishes to speak in front of the Stakeholders during the program he is welcome to do so. He could speak about relevant topics on the budget and the positive impacts that Business Improvement Districts have in our City.
- Can you please provide a "Run of Show"/timeline for the evening? The event starts at 5pm - As of right now we have not finalized the program however I am going to assume that it should begin around 5:30 no later than 6pm.
- What other elected officials and VIP's have RSVPd? The following Electeds have rsvp'd: It is currently on CM O'Farrell's calendar, Hollywood Division Captain Cory Palka calendar, Yes from Commissioner Kevin James. Other elected invitation however they are still finalizing their calendars as well: Mayor Garrett, CM Ryu, CM Koretz, City Attorney Feuer, Senator Ben Allen, Congressman Adam Schiff, Supervisor Sheila Kuehl, Assemblymember Richard Bloom, Former Councilmember LaBonge, LAUSD Boardmember Nick Melvin, Principals from Vine Elementary as well as Bancroft Middle School.

- Will elected officials be recognized? Yes of course
- Is this a ticketed meeting? If so, would you know the Fair Market Value (for our Office Gift Log)? No this is not a ticketed meeting. The meeting will be followed by a light dinner & reception The value is priceless.
- How many attendees? Last year we had 75 people attend. I anticipate it will be around the same this year.
- What is the attire? Business or business casual
- Can you please send parking information? Complimentary valet parking will be provided at the event location at [832 N. Cole Avenue, Hollywood, CA 90038](#) (major cross street Willoughby Avenue)
- Please send any other relevant information. The Hollywood Media District BID is comprised of nearly 330 unique property owners representing 526 parcels and over 350 business. The mission of the Media District is to enhance the security, cleanliness, beautification and commercial desirability of the Hollywood area within the BID's boundaries. The BID oversees an annual budget of \$1 million dollars and works in conjunction with the City Clerk to oversee said distribution of funds. The Media District area has surged with development coming on line: Completed Projects: JH Snyder creative office campus 250,000 sf, HQ Development transformed a prop house to 33,000 sf creative office space, SIM Group merged their 3 post production companies to the 65,000 sf historic Kodak campus. In Construction: Avalon Bay: a 6 acres mixed-use , 695 residential units along with 25,000 sf retail, CIM Group, mixed use, 53,000 office/retail. In Development: LGBT McCadden Campus - 185,000 sf new construction office, retail supportive housing (140 at risk seniors and youth plus 100 emergency beds.), Onni Group: mixed-use project - 231 residential units and 15,000 sf retail. Other positive economic impacts to Hollywood Media District BID: Paramount Pictures Master Plan 25 year plan to improve its properties and bring more production facilities to Los Angeles. Anticipated to generate approximately 7,000 jobs during construction and 12,000 permanent jobs during operation and will result in \$3.1 billion annually in economic output when completed.

As we get closer to the event date, I will be able to provide a timeline for the program. I am hoping that Controller Galperin will be able to stop by. Thank you again for your consideration.

Lisa Schechter
Executive Director
Hollywood Media District BID
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[Hollywood, CA 90038](#)

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From: Dora Nunez <dora.nunez@lacity.org>

Date: Wednesday, August 30, 2017 at 4:03 PM

To: Lisa Schechter <lisa@mediadistrict.org>

Subject: Re: Save the Date - Hollywood Media District BID Annual Stakeholders' Meeting Thursday September 28th 5pm - 8:30pm

Hi Lisa,

I hope this email finds you well.

On behalf of Controller Ron Galperin, thank you for the invitation to the Hollywood Media District BID's 17th Annual Stakeholders Meeting taking place on September 28th. We are in the process of finalizing his calendar for the next month and should get back to you as soon as possible to confirm if he will be able to attend. In the meantime, we need your help with the below questions to share with the Controller:

- Can you provide us with a rough estimate/program for the event?
- What will the Controller's role be?
- Approximately how many attendees are expected?
- What other elected officials and VIP's have RSVPd?
- Are tickets for elected officials complimentary? If so, would you know the Fair Market Value (for our Office Gift Log)? If not, what is the cost per ticket?
- Please send any other relevant information.

Thank you in advance for your assistance with this request. Please feel free to contact me should you have any questions or need further information.

Best Regards,

DORA NUÑEZ, MBA | DIRECTOR, COMMUNITY AFFAIRS & ENGAGEMENT

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On Mon, Aug 28, 2017 at 11:51 AM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Dora:

On behalf of the Hollywood Media District BID, I would like to extend and invitation to Controller Galperin to attend the 17th Annual Hollywood Media District BID Stakeholders' Meeting on Thursday September 28th, 2017 from 5-8:30pm.



Lisa Schechter
Executive Director
Hollywood Media District BID
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